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CURRENT SERIAL RECORDS

**BETTER INCOME
FOR FARMERS**

**BALANCED
ABUNDANCE
FOR CONSUMERS**

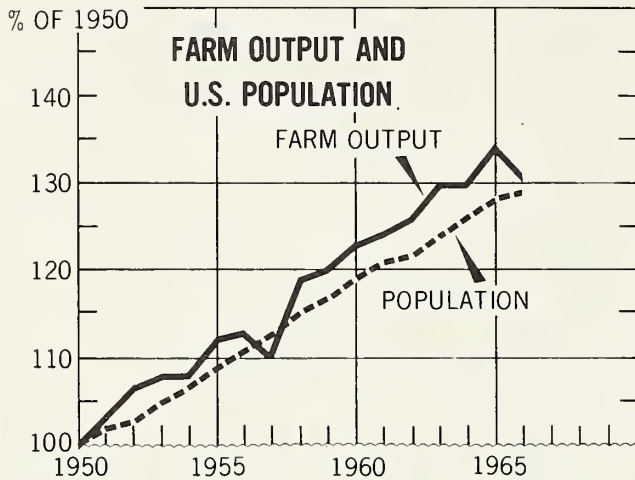
AGRICULTURE/2000

The two basic goals of our farm policy as we approach the 21st Century, says Secretary of Agriculture Orville L. Freeman, are:

"Better income for farmers. Balanced abundance for consumers. . . . A farm policy which sought one and not the other would be unrealistic. A farm policy which achieved one and not the other would be a failure."

This leaflet is primarily intended to help ASC farmer committeemen understand and explain the purposes of the programs they administer, which are implements of these basic goals of national farm policy.

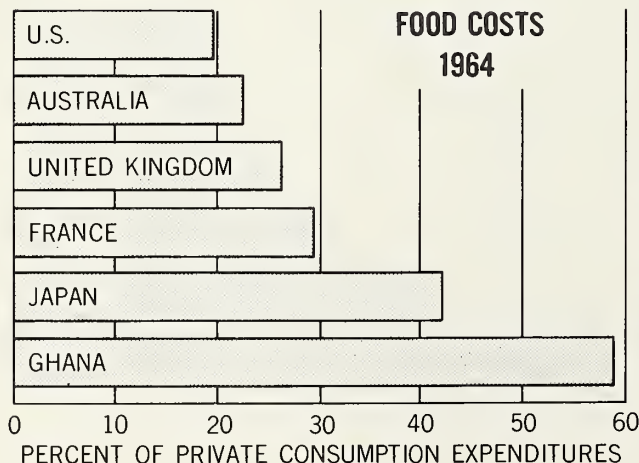
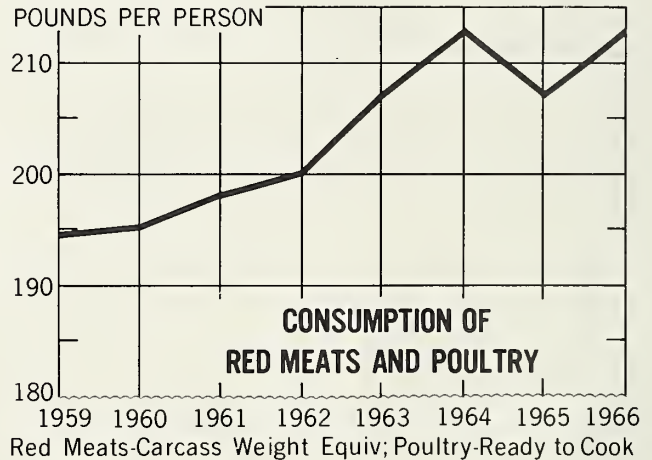
The American Farmer Is the Consumer's Best Friend . . .



Food is more abundant in America than it ever has been, in any land. Consumers have the widest choice of higher quality foods. Farmers accomplished this by boosting output faster than population grew. To hard work, they have joined modern science and bigger investments in productivity.

Because He Provides High Quality and Abundance . . .

You can measure the quality and abundance farmers provide by the amounts you can enjoy of favorite foods. Sharpest increases have been made in output of foods consumers prefer—beef and poultry. The average American is eating record amounts of meat and poultry, over 200 pounds yearly.

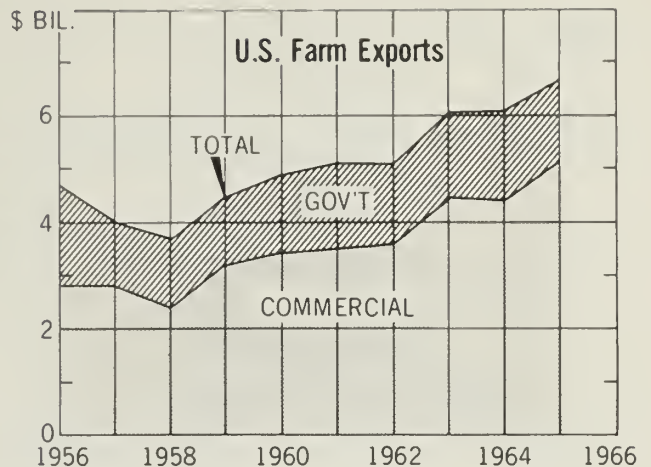


. . . At the Lowest Real Cost In the World

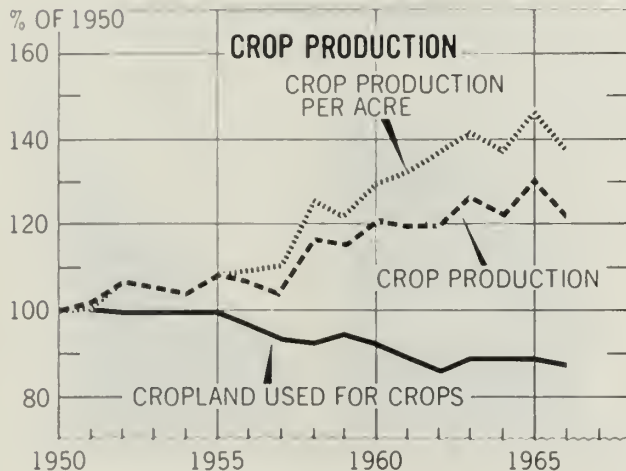
An average American can enjoy the world's best diet at the world's biggest bargain in real cost—18 cents out of his take-home dollar. And at that, farmers get only about 40 cents of your food dollar. The rest is for processing and marketing, including convenience—built-in-maid service—rather than for actual food.

He Also Helps Keep Our Trade Balance in Trim

At the same time, farmers set export dollar-earning records by providing the biggest share—a fourth—of all U.S. exports. Even beyond that, our food abundance, shared with needy nations, enables the U.S. Food for Freedom program to prove to the world the strength, determination, and good will of our democracy.



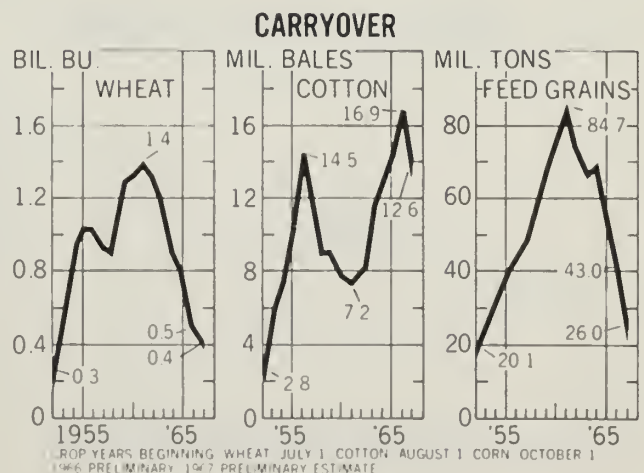
... and Can Produce Even More When Needed



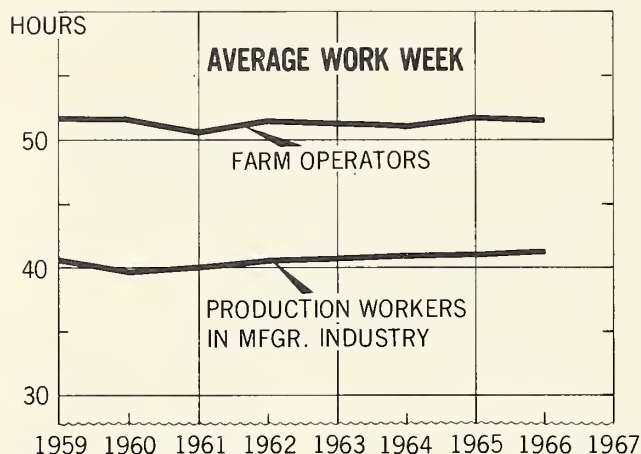
All this, farmers do without even using all their cropland. The 1966 crop output was a sixth bigger than in 1955, though harvested from acreage a seventh less. There's big reserve capacity whenever demand calls for it. But to turn it loose before demand required could undo all our progress toward fair, stable farm income.

Balanced Plenty Without Waste Is the Goal

Farmers want to aim output at assured plenty at home plus export growth. They can safely do so only if protected from market-breaking surplus. Without the economic balance provided by adjustment and price support programs, surpluses pile up as farmers press every acre to meet costs. If in the end farm income falls and prosperity withers, no one gains.



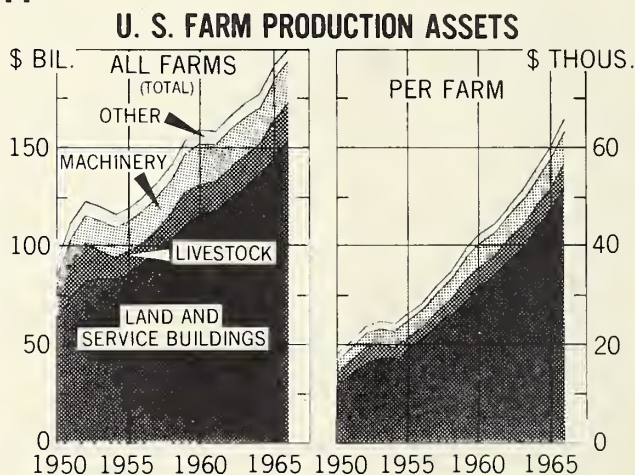
High Farm Production Doesn't Just Happen



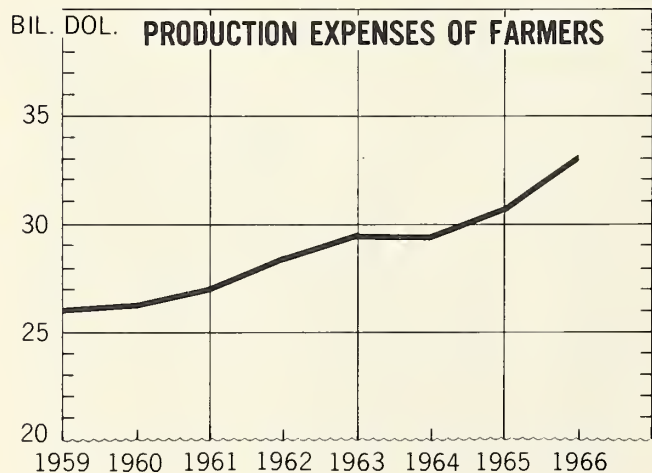
Even with today's machinery, it takes a lot of sweat and muscle to keep your pantry so well stocked. The factory work-week is 40 hours, but farm operators average 50. Three-fourths of the output is from family farms where everybody has to pitch in to do the work.

A Productive Farm Takes More Capital . . .

In 1955, a man with only \$26,000 of his own or borrowed capital could set up on an average farm. Ten years later he had to raise \$60,000, over twice as much. In 1955 it took about \$11,000 of invested capital to yield the farm operator \$1,000 net income. Ten years later it took \$13,000 worth.



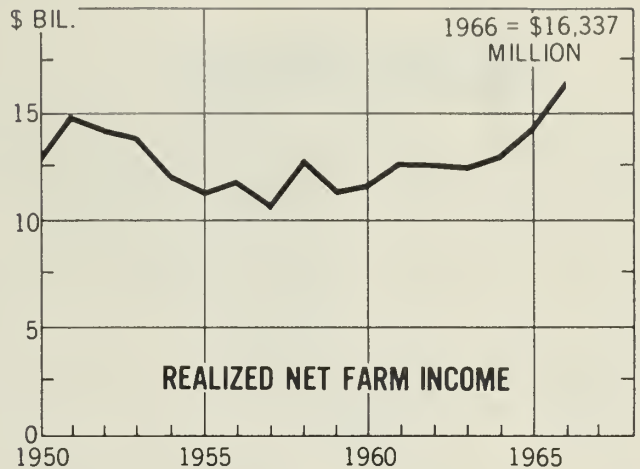
. . . and Costs of Production Keep Going Up



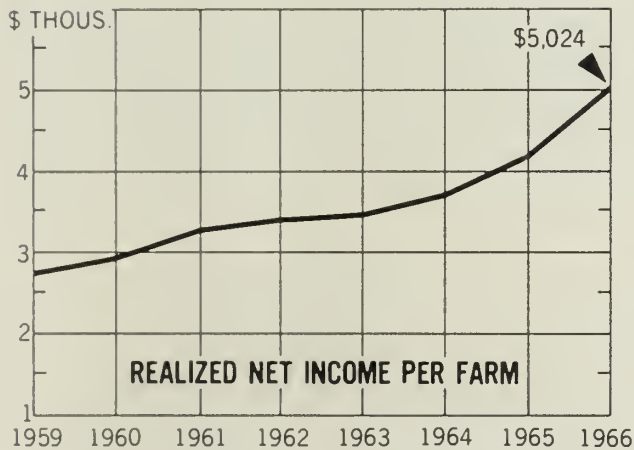
Boosting output takes more working cash. Production costs on the average farm in 1955 were \$4,700, or \$195 per \$100 of net income. Ten years later they ran to \$9,100, or \$217 per \$100 of net. In total, farmers spent \$30.7 billion for production in 1965 against \$21.9 billion in 1955.

Total Farm Income Has Risen in Recent Years

U.S. farmers earned a record gross of \$49.5 billion in 1966. Over \$16.3 billion of it was realized net income. That's about \$2.1 billion over the 1965 net—a welcome recovery from the post-war low of \$10.7 billion in 1957 and second only to 1947, when we were feeding a devastated world.



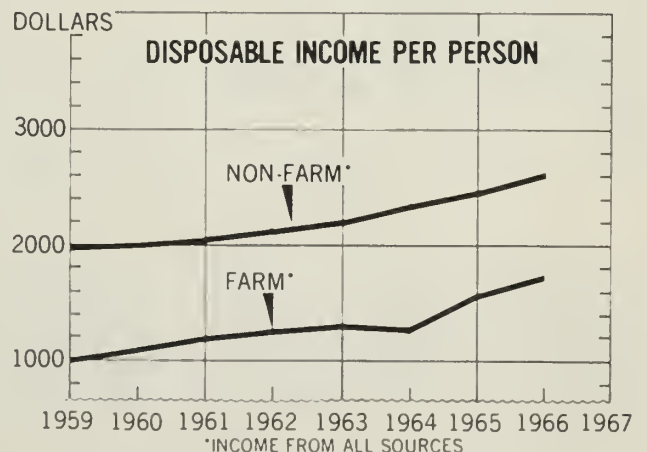
Per Farm, the Improvement Is Even Better



The average farm family counted about \$5,000 as net income in 1966, about \$800 over 1965 and two-thirds again as much as in 1960. The increase per farm is partly because there are fewer farms to divide the total among, but the total to be divided is much bigger.

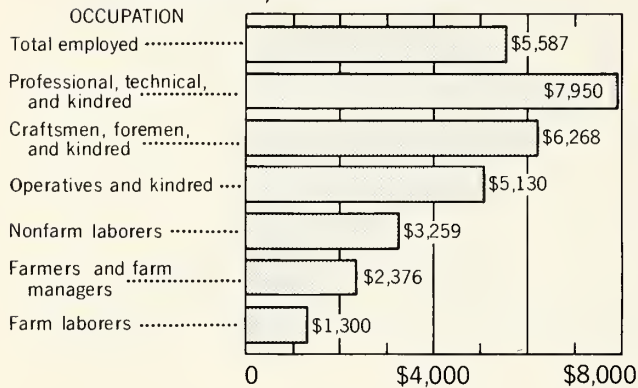
But There Is Still an Income Gap to Close

It's gratifying, of course, that farmers are doing better, compared with past years. But compared with what other Americans are earning today, there's still a gap. In 1966 people on farms still lacked \$900 each of enjoying as much spendable personal income as non-farm people.



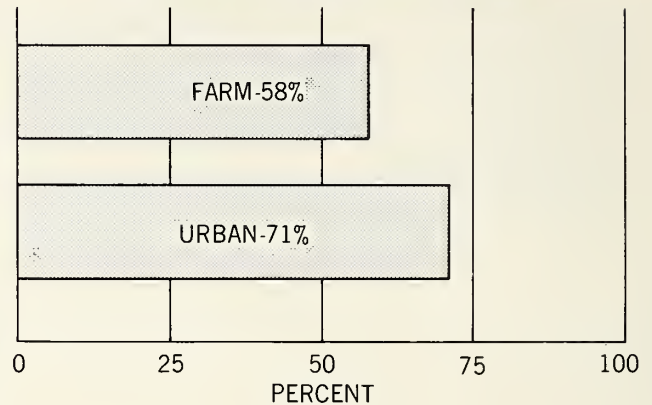
The Income Gap Forces Many Farm Families to "Do Without"

**MEDIAN MONEY INCOME IN 1964
FOR MALES, BY OCCUPATION**



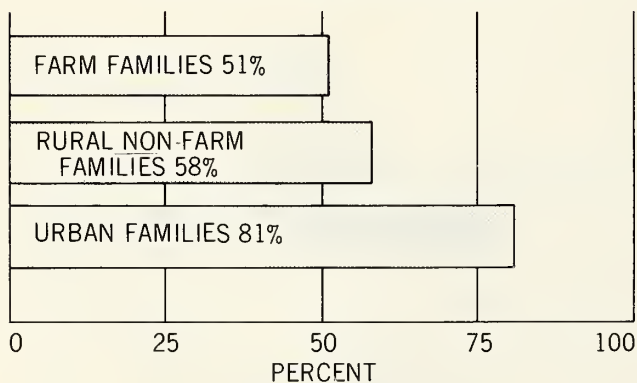
For his skill and experience, the farmer at mid-point of the farm income ladder (median) earns a little under half as much money as the midpoint factory worker. The farmer has to raise, risk and manage his own capital and operating cash. Yet his family may have less money than a laborer's.

19-YEAR-OLDS IN SCHOOL IN 1960

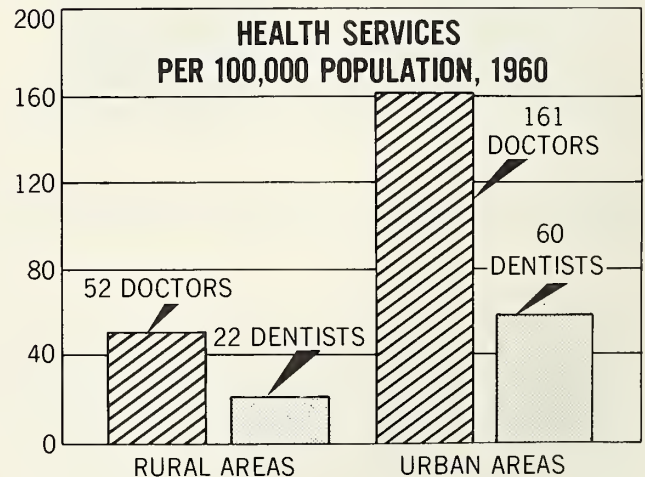


Farm families' lower incomes leave many rural areas without enough school funds to afford the best educational opportunities. Farm children tend to leave school at earlier ages, too. In cities, 71% of 19-year-olds were still in school in 1960 but only 58% of rural youth.

**FAMILY UNITS LIVING IN SOUND STRUCTURES
WITH FULL PLUMBING - 1960**



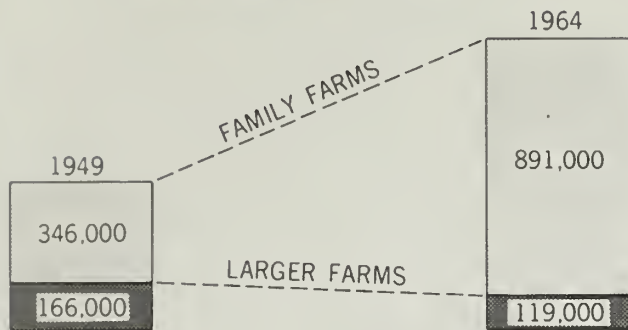
Many farm families lack what the Census Bureau calls an adequate house. In 1960 four-fifths of city families, but only half of farm families, lived in structurally sound houses with full plumbing.



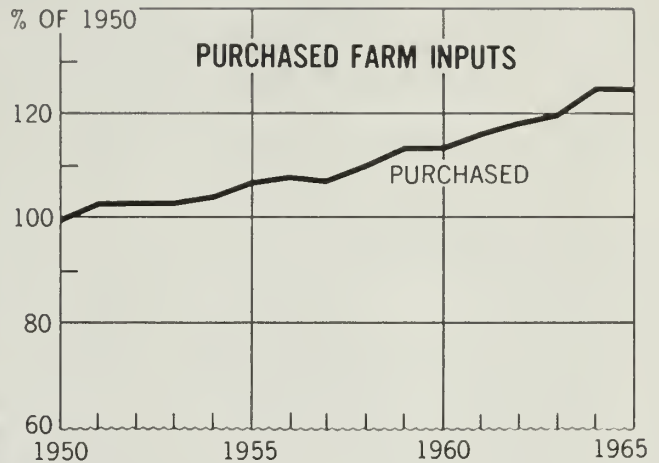
Health services aren't as plentiful or convenient for farm people, either. In 1960, rural areas had only 52 doctors and 22 dentists per 100,000 persons. Urban areas had three times as many.

Everybody Gains From Closing the Farm Income Gap

MORE FAMILY FARMS AMONG "TOP MILLION" (Annual Sales over \$10,000)

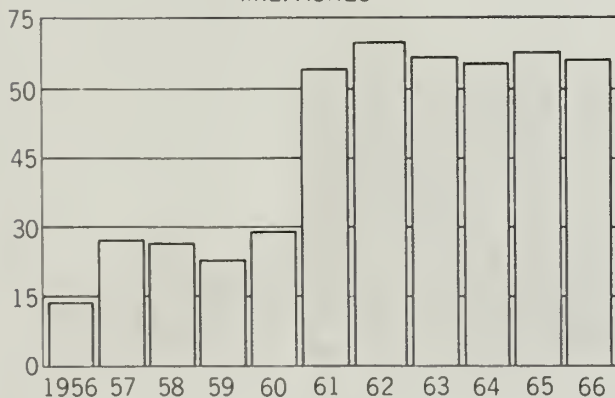


Every day there are more of us to be fed in America, and in the world. The job needs our most efficient farmers. They are on family farms, doing most of their own work. Family farms build the steadiest communities, too. Closing the farm income gap helps them to stay strong.

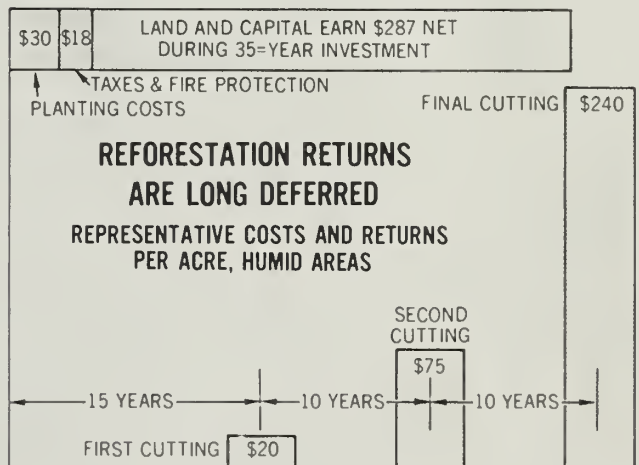


Thriving family farms generate business that also helps towns thrive. Six million jobs depend just on supplying farm production needs. Buying by prosperous farm homes swells the market. The nation's economy needs the strength of farm buying power.

ACREAGE DIVERTED MIL. ACRES

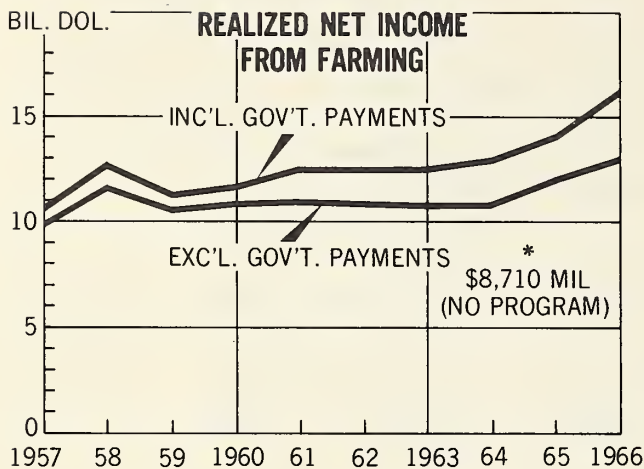


In the 1950's, surpluses rose while crops were harvested from up to 350 million acres. The 1960's greater needs have been met with up to 60 million acres shifted by flexible programs to uses which save soil for future needs—and help keep water clean and scenery green for all to enjoy.

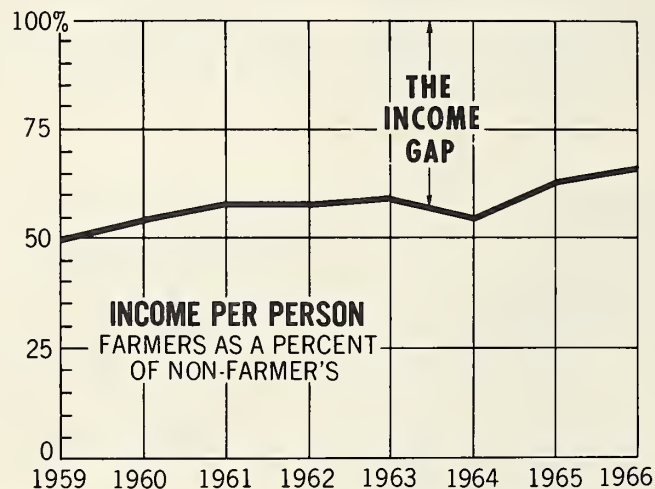


If denied equal living conditions by an income gap, can farm families be expected to make conservation investments from which returns may be a generation in coming? As the whole nation gains, so the whole public shares the costs of soil and water conservation.

Farm Programs Are Helping to Close the Income Gap



The farm commodity programs' income-lifting power is greater than the price support and adjustment payments that make them work. A 1964 study for the U.S. Senate found that each \$1 invested in the commodity programs raised farm income \$2.36. University studies agree that without these programs, income for many farm families—still not up to parity—would be cut sharply, likely by one-third. ("No program" on the chart.)



Both in fair play, and in common sense, the majority of Americans, in city and country alike, support stabilization programs which since 1959 have helped to narrow the income gap. Such progress is evidence that more farmers have achieved parity of income. To close the gap is the goal of the farmers' programs.